

Red Cross Bloodmobile
To Be At Cone Mills
May 9-10

The Texorian

Weekly Publication of Cone Mills Corporation

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VOL. XXX No. 18

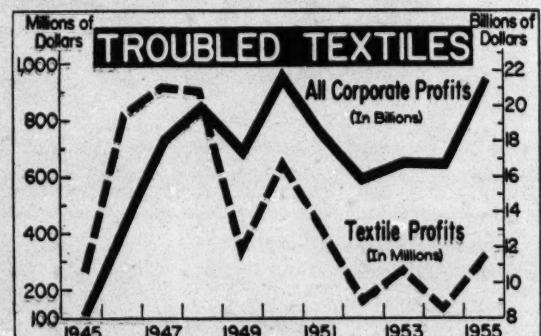
GREENSBORO, NORTH CAROLINA, FRIDAY, MAY 4, 1956

FOUR PAGES



BLOODMOBILE IS COMING—W. L. Hunter, overseer of the Finishing Department of Proximity Plant, and Mrs. Nellie Collins, employed in the department, are shown with one of the posters announcing the coming of the Red Cross Bloodmobile to Cone Mills May 9-10. Other industrial firms, businesses and colleges donate to the community blood project throughout the year. Cone Mills employees are asked to give blood only two days per year.

Thin Profits in Prosperity Pasture For Textile Men



Their Prices Slide Steeply
As Others Climb; Paper,
Plastics Nick Market

By Thomas E. McCarthy

Staff Reporter of The Wall Street Journal

NEW YORK—Don't talk about "record prosperity" to a textile man.

Most Americans earn more than ever today. Under \$180 billion yearly a decade ago, personal income of the populace is above the \$315-billion level now.

But it's a drastically different story in the fibre and fabric field. Earnings of all the textile makers in the land came to only about \$330 million last year. That's way up from bleak 1954's skimpy \$114 million but little more than third the yearly average of nearly \$300 million earned in the post-war bonanza years 1946, 1947, and 1948.

Synthetic-making Celanese Corp. had profit of \$11.2 million last year. As recently as 1950 it earned over \$40 million. J. P. Stevens & Co., producing both synthetic and natural fibre fabrics, earned \$8.5 million in its latest fiscal year. Stevens profits hit \$28 million in both 1947 and 1948.

Green Pasture, Slim Pickings

What's behind these slim pickings from today's lush profits past?

Basically, say textile men, it's competition so sharp that a razor's edge seems butter-knife dull by comparison. The competition has hammered prices steadily downward—at a time when prices on most other non-farm commodities (and the cost of labor) have moved briskly upward. The following table shows how sharply price tends of textiles and some other key staples have parted company since 1947-49.

Finishers To Hear Marshall Gardner, To Tour Print Works

About 75 southern members of the National Association of Finishers of Textile Fabrics, nine of whom represent Cone Mills, are expected to attend a meeting at Sedgefield Inn next Tuesday night, May 8.

Marshall Gardner, assistant vice president of Cone Mills Corporation, will discuss finishing plants which he observed in Europe on a recent trip abroad.

Print Works Plant will have open house all day Wednesday, May 9 for this group.

Marshall Cole of Cold Spring Bleachery, Yardley, Penn., will preside over the Sedgefield meeting. Ralph McIntire, president of Bancroft Finishing Company, Wilmington, Del., will discuss wash and wear fabrics.

Sydney M. Cone, Jr., vice president of Cone Mills Corporation, head of Cone finishing operations, is former president and board chairman of the association.

Charles Bittmann Gets Merit Award

Charles Bittmann, retired treasurer and credit manager of Cone Mills Inc., was recently given the seventh annual Award for Meritorious Service in Credit by the Toppers Credit Club.

Back in 1947, the textile mills earned an average of 8.2 cents on each dollar of sales. By 1950 the figure had slipped to 5.8 cents. In 1954 it shrank to a near-vanishing 0.9 cent. And, despite some betterment last year, it came to only 2.5 cents for the first three quarters of 1955 (latest figures).

The 2.5-cents-on-the-dollar compares sadly with gleanings in most other industries. Surveying 1,785 manufacturers in all fields, New York's First National City Bank came up with an average 1955 return of 6.7 cents on the sales dollar. Iron and steel firms in this survey averaged 7.8 cents. Chemicals: 10 cents. Petroleum products and refining 10.6 cents.

For an example of the competitive crush on textile profits, take the case of Burlington Industries, Inc., the country's biggest textile producer. In 1948, Burlington profited hit \$28 million in both 1947 and 1948.

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Prox. PTA To Install New Officers

Proximity P.T.A. will hold its last meeting of the school year Tuesday, May 8 at 7:30 p.m. in the school auditorium. New officers will be installed by the P.T.A. president.

A fashion show will be given by Mrs. Helen Zink's ninth grade home economic class.

Refreshments will follow in the school cafeteria.

(Continued on page 4)

Mothers and Daughters Enjoy Annual Banquet

Mrs. D. W. Byers carried off most honors at the annual Mother-Daughter banquet at Cone Memorial YMCA last Saturday night. She had the largest number of daughters present; largest number of granddaughters present, and she was the eldest mother to attend the program.

Mrs. Janie Henderson was honored for having the eldest daughter present; Mrs. Vernon Hurley, for having the youngest. Mrs. Hurley was also the youngest mother there.

Miss Jeanette Brewer received a prize for selling the largest number of tickets.

Mrs. Nell Robinson was toastmistress for the occasion and led the group in singing. Mrs. Frances Funderburk gave the history of the Mother-Daughter banquets and led the invocation.

Mr. Bittmann sang a solo, and Mrs. J. I. Walker gave a humorous skit. Miss Laura Robinson and Mrs. Lucille Byers gave tributes to mothers. Mrs. Frank Starling and Mrs. Lola Owens gave tributes to mothers. Mrs. Frank Starling and Mrs. Lola Owens gave tributes to mothers.

Proximity Y's Men served the dinner.

Dr. Arthur Freedman, chairman of the Medical Advisory Committee of the Greensboro Heart Association, will speak at the meeting of the White Oak Y's Men's Club, Wednesday night.

The most common kinds of heart disease will be discussed through a question and answer period following the talk. A short business session will precede the program.

WINS SCHOLARSHIP—Martha Sue Denny, daughter of Mr. and Mrs. Garland Denny, 2502 Hubbard Street, is shown with J. C. Cowan, Jr., vice chairman of the board of directors of Burlington Industries, after she was awarded a nursing scholarship recently by the firm. Martha Sue is a senior at Greensboro Senior High. Her mother is a time-keeper in the Spinning Department at White Oak Plant and her father is employed in the Beaming Department there. The scholarship is one of two established in 1955 by Burlington Foundation—one each for each of four school years at the University of North Carolina's School of Nursing. Martha will enter the nursing school in the Fall.

Cone Mills Corporation Board Names Officers

Cone Mills Corporation board of directors met last Tuesday and renamed Ceasar Cone president, and Benjamin Cone, chairman of the board. Lewis M. Heflin, assistant treasurer of the corporation, was elevated to a vice presidency. Mr. Heflin is also president of Cone Mills Inc., New York, selling organization of the company. Harold W. Smith, secretary and comptroller, was elected treasurer. He will retain the position of comptroller also.

New Vice President

The new vice president, Mr. Heflin, is a native of Durham and a graduate of Duke University. He joined Cone Mills Inc. (then Cone Export and Commission Company), New York, 22 years ago in the Financial Department. In 1940, he became a director and assistant secretary and in 1941, secretary. In 1949, Mr. Heflin was elected a vice president of Cone Mills Inc. and the next year became a director of Cone Mills Corporation. He was later named assistant treasurer of the local company. In 1954 he was appointed executive vice president of the New York firm and last year was elected president.

Mr. Heflin is a member of the New York Alumni Committee of Duke University, the Arbitration Council of the Textile Industry, the Financial Group of the Association of Cotton Textile Merchants, and the New York Chamber of Commerce. He is a former member of the Textile Section of the New York Board of Trade.

He replaces Saul F. Dribben as a vice president of Cone Mills Corporation. Mr. Dribben, who is chairman of the board of Cone Mills Inc., will remain a director of the corporation.

New Treasurer

Harold W. Smith, CPA, comptroller and secretary, was promoted to treasurer, succeeding Ceasar Cone. He was also renamed comptroller. Mr. Smith, a native of Nova Scotia, came with Cone Mills in New York in 1944. He was appointed comptroller of Cone Mills Corporation in 1946 and later in the same year, he was made secretary. He attended Dalhousie University Halifax, Nova Scotia, and New York University School of Commerce. Mr. Smith headed a section of the comptroller's department of the National City Bank, New York, from 1929-34. In 1934, he opened his own office as a Certified Public Accountant in New York City and practiced there until 1945. During World War II, he was compliance chief of the War Production Board in Federal Reserve District No. 2 and was negotiator of war contracts for the Quartermaster General's Office in charge of renegotiation of cotton textile-war contracts.

The new treasurer is a member of the New York State Society of Public Accountants, the American Institute of Accountants, the N.C. Association of Certified Public Accountants and the American Corporate Secretaries Society.

Re-elected Vice Presidents

The vice presidents re-elected were Clarence N. Cone, Sydney M. Cone, Jr., Marion W. Heiss, Henry Nichols of New York, Earle Stall of Greenville, S. C. and James Webb.

Morris New Secretary

Lewis Morris was elected secretary replacing Mr. Smith in that capacity. Mr. Morris is also assistant treasurer.

Mr. Morris, Salisbury native,

(Continued on page 4)



Open House Story To Be In Next Week

Photos and story of the open house of Cone Mills Inc., at the new offices at 1440 Broadway, New York City, will appear in next week's Texorian. Some of the photographs have not yet arrived.

The formal opening of the offices was held on Tuesday, April 24.

(Continued on page 4)



FIRST VISIT HERE SINCE 1909—Benjamin Adler, right, cotton merchant of New York City, is shown with last week with the first since 1909 when he came here from Cincinnati as a representative of the Railways Supply Company to see the late Ceasar Cone about buying cotton waste. Mr. Adler, a brother of Dr. Clarence Adler, distinguished pianist of New York City who with his wife was guest of Mrs. Ceasar Cone last week. The Clarence Adler's son, Dr. Michael Adler, who wrote the music for "Pajama Game" and "Damn Yankees," top Broadway hits. Mr. Benjamin Adler had not met Mr. Bernard Cone until the time the above picture was made. However, he has known for some time his son, Harold Cone, who has achieved wide distinction as a pianist and who studied formerly with Dr. Adler. In spite of their connections with the world of music, these gentlemen held strictly to textiles in their conversation.

Cone Ladies League Closes Season

Cone Ladies League bowed the last games of the 90-game season Friday night, with Summit Center Esso finishing in first place nine games ahead of second place Benlee's. It was a close race. Summit Center Esso spread the margin to nine games only by beating Benlee's three games the final night.

Final Team Results

	Won	Lost
Summit Esso	61	29
Benlee's	52	38
Edmond's Drug	34	56
Kool Springs	33	57

Summit Center Esso rolled both the High Team Set . . . 1458, and the High Team Game . . . 509 for the season.

Friday night, May 4 at 7:30 P.M. at Proximity YMCA the teams will hold their Bowling Party. Jean Gregory is Chairman of the Entertainment Committee, and Dawn Barbour is Chairman of the Refreshment Committee.

Miss Maxine Allen will make the awards to the winners. The following members of Summit Center Esso Team will receive trophies as members of the first place team:

Virginia Gaylord, Betty Wilson, Ellen Fisher, Jeanette Southern, Bonnie Southern, Clara Roberts.

The following members of Benlee's—the runner-up team—will be presented medals.

Ila Roberts, Barbara Riddle, Jane Ward, Lois Rierson, Dawn Barbour.

Trophies will also be awarded to the following individuals for the records set for the season:

Virginia Gaylord, High Average 94.8; Betty Wilson, High Set, 330; Ila Roberts, High Game, 130.

There are two sides to all arguments. All you have to do is convince the other fellow his is the wrong side.

Thirty-Three Cone Employees Attend Piedmont Safety Meet

Thirty-three Cone employees attended the Spring meeting of the Central Piedmont Safety Council in Lexington, Thursday evening, April 26. Dr. P. N. Devere, of Morganton talked on vision and its relation to accidents and efficiency.

Dr. Devere is chairman of the Motorists Vision and Highway Safety Committee of the American Optometric Society. He is in great demand as a speaker on visual correction and safety.

Understand Limitations

Dr. Devere described a number of common visual defects, explaining the dangers in each. In many cases, he said, the person with the defect does not realize that he has it. Even if the condition cannot be corrected, he will be a safer driver and a safer worker if he understands his limitations.

Discussing the great increases in speed, in travel and in production machines of today, he reminded his audience that the men of old Rome had the same eye power as today's man but that no known improvement has taken place in man's natural visual equipment.

Dr. Devere gave dramatic descriptions of the limitation of the eye in driving. A person with 20-40 vision, he said, if traveling at 60 miles per hour, could not read a warning sign with 5" letters until he was within 90 feet of it. If he applied brakes immediately, he would be 290 feet beyond his sign before he could stop his car.

More Than One Test

Pointing out that people's eyes change as they grow older, he urged industry to continue the program of industrial vision testing, rather than to test each employee's eyes once and forget it. He also pointed out that only North Carolina and two other states require

(Continued on page 4)



THE TEXTORIAN

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 *LELAH NELL MASTERS
 ROBERT WEAVER
 MANAGER
 ASSISTANT

Entered as Second Class Matter, January 28, 1928 at Postoffice.

Greensboro, N. C., under Act of March 3, 1897.

GREENSBORO PLANTS

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Eno	Hillsboro	Edna S. Ellis	
Granite	Haw River	Bertha S. Clayton	
Minneola	Gibsonville	Opal S. Isley	
Randelman	Randelman	Roger Johnson	
Salisbury	Salisbury	Pauline Safrit	
Pineville	Pineville	Mary Robinson and Inez Culp	



(*Director American Association of Industrial Editors)

No communication of any sort or description, whether news or expression of opinion upon any topic, will be published unless accompanied by real name of writer. The name, however, will not be published unless consent is given.

FRIDAY, MAY 4, 1956

It's Our Turn Now

Next Wednesday and Thursday it will be our turn here at Cone Mills to donate our share of blood to the community blood program. This project is supported throughout the year by industrial firms, businesses, colleges and the general public. At the request of the local physicians and hospitals, the Red Cross brings the Bloodmobile to Greensboro every three weeks, in order to get whole blood and make it available at all times to all people in the community. Only two days of the entire year is the Bloodmobile brought to Cone Mills. Those two days for this year are coming up next week. We cannot afford to let the program down.

Since it was started in July, 1952, the blood program has been actually a bank of blood upon which any of us could draw at any time. Knowing that the blood is there if we should need it is a safe and secure feeling. Yet like any other bank, deposits have to be made to balance the withdrawals. Without replenishing the blood supply, the secure and safe feeling cannot exist, and in time of emergency, the worst can be possible. The Red Cross blood program is the best life saver and the best time saver.

Human blood isn't made in factories or laboratories. The only place it can be manufactured is in the bodies of human beings. Whole blood does not last more than three weeks, but the need for it grows from day to day. Every pint we can give is urgently needed for the constantly diminishing supply.

An earmark of civilization is the degree to which people help people. Surely the community blood project throughout the country is a sign of progress in human life so long as we support it.

Someone may ask, "Why should I give blood for a person I do not even know?" Suppose the tables are turned; then if that person needed blood and needed it badly, would he raise the question as to who gave the blood, so long as it was his type?

Giving blood has been made so simple and so quick that there is little or no inconvenience. Prospective donors are checked thoroughly and those not able to give blood are kept from doing so.

Why not do our share in contributing to this insurance for times of emergency? Remember, it's our turn now.



Salisbury News

By Pauline Safrit

days due to illness.

Andy Foster, eight-year-old son of Mr. and Mrs. Andrew R. Foster of 129 West Monroe Street, Salisbury, died unexpectedly last Friday afternoon at 1:15 at a hospital in Kinston.

Solemn requiem mass was said at the Sacred Heart Catholic Church Saturday afternoon at 4 o'clock by Father Cletus Heifrich. Burial followed in the Rowan Memorial Park.

The boy was born in Salisbury on May 19, 1946. He was a member of the Sacred Heart Catholic Church.

In addition to his parents, he is survived by two brothers, Jimmy and Charles Foster, both of the home, and his paternal grandparents, Mr. and Mrs. A. R. Foster. The grandparents are both employed in the Spinning Room.

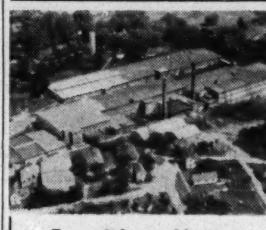
For every man who lives to be 85, there are seven women—but by that time it's too late!

Don't race trains to crossings. If it's a tie, you lose.

One Pint of Life



The blood you give is as vital in the operating room as it is on the battlefield to combat deadly shock and replace blood loss in surgery patients. Forty per cent of the total quantity of blood used in U. S. hospitals is furnished by the American Red Cross for patients like the one shown above.



Cone Mills News

By Edna S. Ellis

Perfect Attendance for Seventh Month of the West Hillsboro School.

First Grade: Mrs. Brown, teacher; Linda Kay Bivins, Edna Dickey, Landa Cannady, Adrian Pearson, Frances Wren, Shirley Hardison, Pam McCauley, Evelyn Beaver, Bruce Brigdon.

First and second grade: Miss Umstead, teacher; Tim Horner, Janice Dickey, Roger Hudspeth, Roscoe Utzman, Micky Terry, Beverly Bickle, Wallace Wilson, Brenda Clapp, Dennis Davis.

Second grade: Mrs. Bailey, teacher; Ricky Combs, Joan Faye Lane, Eugene Frye, Jackie Rook, Dwight Porterfield, Linda Spoon, Jimmy Wilson, Carolyn Webster, Shelia Terrell.

Third grade: Mrs. Cole, teacher; Linda Kay Bivins, Edna Dickey, Tommy Guess, Coble Hester, Chester Mayes, Maxine Horner, Mayo Terrell, Mary Parker, Sue Albright, Rita Stephens, Paulette Craven, Dianne Terrell.

Fourth grade: Mrs. Smith, teacher; Ronald Conklin, Judy Dickey, Frances Wren, Shirley Hardison, Pam McCauley, Evelyn Beaver, Bruce Brigdon.

Fifth Grade: Mrs. Phelps, teacher; Rodney Andrews, Janie Carr, Floyd Bolick, Georgia Dabbs, Butch Craven, Carolyn Dunningan, Danny Davis, Annie Ruth Jones, Roger Stephens, Ann Roberts, Newman Smith, Linda Kay Lane, Roger Williams.

Sixth grade: Mrs. Harris, teacher; Tony Dean, Brenda Hicks, Edward Moore, Carolyn James, J. D. Young, Evelyn Keeter, Linda Cooke, Linda Sue Hare, Ann Stephens, Glenda Terrell.

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fund. Mr. A. B. Tillman is the club president.

Mrs. Willie Moore is at home to friends who wish to call on her. She has been a patient in a Columbia hospital. She is an employee of the Weaving Department.

Spinning employees welcome Lola Atkins as a co-worker. Everyone hopes she will enjoy working with us.

Pineville Jr. High and Wilson Jr. High played a rippling ball game Tuesday night. Wilson Jr. won the game.

Ham supper was served to the public Saturday night at the Legion Hut, sponsored by the Girl Scouts.

Meeting was held Monday night at Presbyterian Fellowship Building, making preparations for organizing Youth Recreation Center.

Mrs. Edna Williams, of Charlotte, visited Mrs. Mae Williams last week for a few days.

Jene Cook, son of Mr. and Mrs. William Cook, was home with his wife and parents this weekend. He is in the Army.

Mary Ann Crump, daughter of Mr. and Mrs. Bobby Crump, celebrated her eighth birthday April 26th.

When Thomas A. Edison invented the phonograph in 1877, he thought that its principal use would be in "letter writing and all kinds of dictation." Not only has electronic voicewriting become an essential in modern offices, its counterpart, the record player, has brought hours of enjoyment to millions.

Mrs. Roy Lamb and son Ronnie, of Concord spent the weekend with their parents, Mr. and Mrs. Dan Conyers.

Mr. John McManus, former watchman, is a patient at Reid's Clinic.

The Civic Club held their last annual meeting for the summer May 8th at the Legion Hut. A ham supper was served, sponsored by the ladies of the Methodist Church. Proceeds going to the building

Steve Canyon

GENEROUS? NOT AT ALL... THIS IS STANDARD BANKING PRACTICE!

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 J. F. Stevens, President

The Bible Speaks To Your Need
By Rev. W. L. Bennett, Pastor
Sixteenth St. Baptist Church

WANTED! More Christian Homes. In the month of May, we give special emphasis in our churches to the Christian home. How appropriate this emphasis is, in view of the teaching of God's Word on the home and its central place in a Christian society.

Is your home a Christian home? Think it over. For a home to be Christian it must be Christ-centered, Bible centered, Church-centered, prayer-centered and person-centered. When the comic book or even the newspaper take the place of the Bible, that home is not Christian. When TV replaces prayer and church going, that home is not Christian. When the home becomes a "filling station" where members merely file in and out to eat and sleep rather than to live together in Godly fellowship, that home is not Christian. When the home becomes a place of confusion and

turmoil rather than a place of rest and order, that home is not Christian.

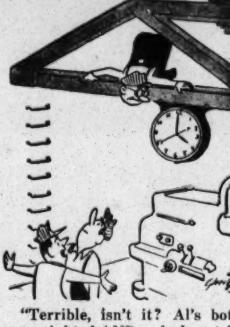
The Bible declares that there are three essentials for a Christian home.

First, a Christian home depends on a Christian marriage. The father, who is the head of the home and the mother, his co-worker, must be born-again, or a Christian home is an impossibility. If the care of the home, pretty clothes, the job, worldly pleasures or material things in general are more important to Mama and Daddy than Christ and the church, then that home is not Christian. Christ must be first in the heart in order for Him to be first in the home.

Second, a Christian home must be built upon a Bible standard. This will mean, in the first place, that the home will be a place of worship and Christian training. Here God's Word is read and taught, thanks are given at meals and little children are taught to pray at the family altar. This procedure is followed, no matter what may come and go. In the second place, a Bible standard requires that the home be a place of authority and discipline. A home must be ordered according to God's law. Parents are, therefore, commanded of God to correct and discipline their children when needed. Correction is a sign of love.

Is your home a Christian home? You be the judge from what God has said.

It takes 42 elephant tusks to make a ton of ivory. (Who wants a ton of ivory?)



"Terrible, isn't it? Al's both near-sighted AND a clock-watcher!"



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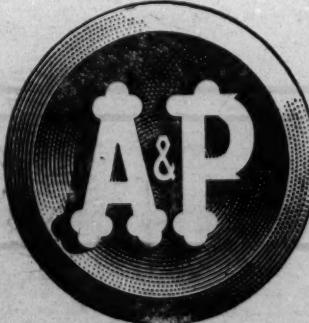
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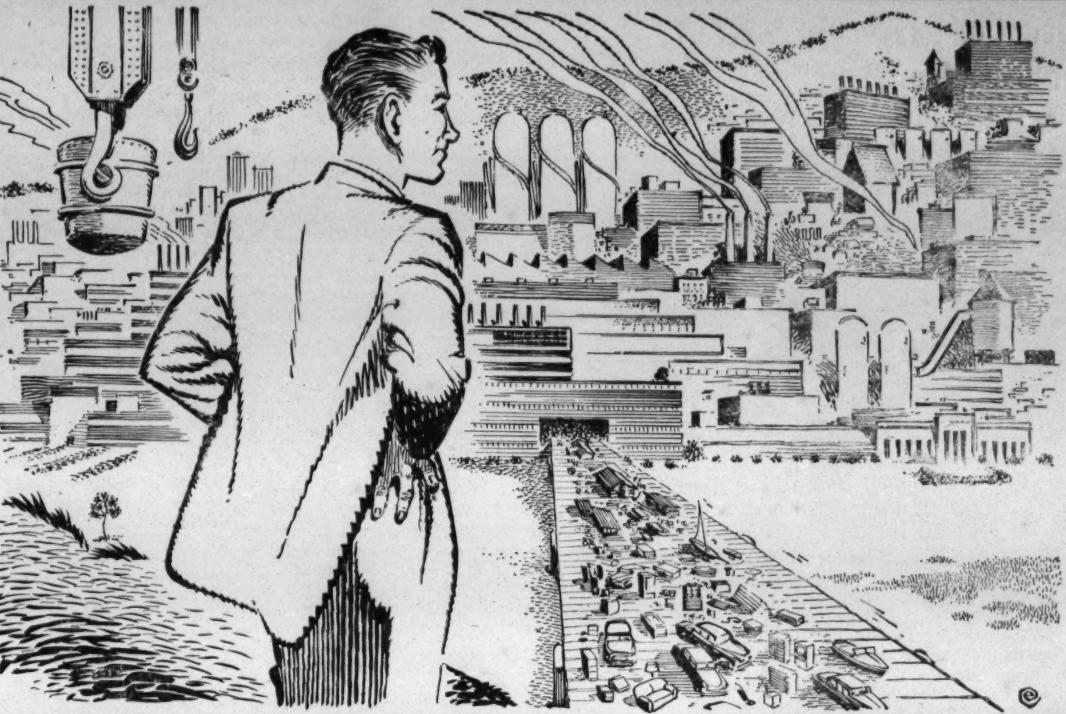
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BIGGEST AND BUSIEST MACHINE ON EARTH

Our productive system is the biggest machine on earth. At one end it takes in the services of employees, capital, raw materials and other necessities of production. At the other, it turns out food, clothing, housing and all the other things we want. When we succeed in improving the efficiency of this machine, we have increased our "productivity."

Productivity is measured as output per man-hour. Yet man-hours are just one factor in productivity. We measure our car engine's efficiency in miles per gallon, but it takes many parts, in addition to gasoline, to make a car run efficiently.

Millions of things affect the rate of productivity—even the weather. Some of these are plain enough to see. Better tools and equipment, and the savings to finance them, are essential. So are the skill and cooperation of employees, and such factors as the willingness to take risks and adopt new methods.

Our economic machine has many millions of parts. When it runs with increasing efficiency, no single element can claim all or most of the credit. It takes hundreds of smoothly working parts to keep a car on the road. And that goes a million fold for our American economic machine.

A KNOCK-OUT

A small boy had received a bike for his birthday. He wanted to show his Dad how well he could ride. He proceeded to ride around the block. On the first trip around he called his head and said "Look Dad, No Teeth!"

the next trip around he called "Look Dad, no hands or feet."

Returning again he was silent and his Dad asked him what was wrong. The boy slowly raised his head and said "Look Dad, No Teeth!"

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Large Variety HANDKERCHIEFS
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Schrafft's CHOCOLATES
\$1.25 up

ROSE'S Stores
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FREE PARKING—SUMMIT SHOPPING CENTER



WINDOWS WITH THE BEST VIEW

From our teller's windows we see, each week, the people who are going places, financially. They are systematic savers who make every payday a stepping stone to the things they want most out of life.

Get in line for a successful future. Open a savings account at one of our banks—Main Banking Institution, Southeastern Building, or "Drive-In Banks" . . . see us every payday.

TWO DRIVE-IN LOCATIONS
621 South Elm St.
Summit Shopping Center

BANK OF GREENSBORO
Southeastern Building, Market and Elm Streets
Member Federal Deposit Insurance Corporation

Cone Golf Tournament To Begin Mon., May 21

Annual Cone Mills Golf Tournament, sponsored by the Proximity Y's Men's Club and the Cone Memorial YMCA, will begin Monday, May 21 at Green Valley Golf Course. Entry blanks may be found at any of the Cone plant personnel offices. Proximity YMCA, or at the golf course.

There will be an entry fee of \$1.00 to help cover the cost of the tournament and green fees shall be paid by the individual players.

Week of May 14, will be the week for the qualifying rounds and deadline for entries at personnel offices should be in by Friday, May 18 at 5:00 p.m. Entry blanks may also be turned in at the golf course by Sunday, May 20 at 7:00 p.m.

Those eligible for the tournament must be employees of Cone Mills, or residents of the Cone Mills district. A son (of a Cone Mills employee) who is not working elsewhere, and who is over 16 years of age, or a member of the Cone Memorial YMCA, may be eligible, provided he has read the by-laws of the tournament, and has properly signed the entry blank, with enclosed fee.

THIN PROFITS IN TEXTILES

(Continued from page 1)

ton had earnings of \$36.2 million on sales of \$288.2 million. Last year, with sales shod clear up above the \$515-million mark, earnings were only \$16.4 million.

"One claim our industry has to fame," says Burlington vice president Jackson E. Spears wistfully, "is that we are the only major industry in the country able to operate pretty much at capacity and still barely break even."

A Multitude of Mouths

Much of the competitive fury in the world of textiles springs from the fact that there are so many mouths vying for a bite of the profits pie. There's nothing in this business like auto making—where General Motors accounted for 48 of every hundred cars and trucks made last year. Nor like steel making—where U. S. Steel has nearly a third of the country's production capacity.

There is no up-to-the-minute count on just how many different textile producing firms there are in the land. But 1952 figures showed 5,495 such concerns filing tax returns. And top-producer Burlington, at least 50% larger than its closest competitor in total sales, accounts for only a thin 3% or 4% of the industry's total business.

A Census Bureau tally in 1953 counted 3,215 knitting mills, 1,682 broad woven fabric mills, 842 yarn

and thread mills. Labeled "establishments," of which the total was 9,086, more than one of these mills may be roughly indicate the scattering of ownership.

Plenty Have Perished

This is not to say that the punishing profits pinch hasn't driven many to the wall. It has. The 5,495 textile tax returns of 1952 compares with 6,194 recorded in 1947. That means some 700 faded out between 1947 and 1952. More have gone since.

The past two years have seen 195 individual textile mills, employing 55,000 workers, close their doors. Woolen and worsted mills have not been the sole sufferers. Of the 195 close-ups, 84 plants, employing 23,000 workers, were in the cotton-rayon field.

Nor has the blight been confined to one area. In New England, 80 mills and almost 30,000 workers were affected in the 1954-55 fold-ups. In the Middle Atlantic states (New York, New Jersey, Pennsylvania) the toll was 90 mills and 15,000 workers. In the South, 58 plants, employing 10,000 workers, were liquidated.

The Hard Goods' Advantage

Pondering their plight in today's big boom, textile men note one clear-cut advantage enjoyed by their hard-goods brethren. It has to do with expansion of consumption.

As the living standard grows, they say, there seems no end to the increase in the amount of autos, TV sets, appliances, construction materials, and so on, that can be sold to people. But this has not proved so with textiles. There's a limit to the number of suits and dresses folks can put on their backs.

There are statistics to spell this point out. Way back in 1939, America consumed 30.8 pounds of textiles per capita. In booming 1955 this had climbed to 36.5 pounds. That's a rise of 18%.

But compare this with what's happened in say, steel and oil. Per capita consumption of steel in the U. S. in 1939 was about 800 pounds. Last year it was 1,400 pounds. Oil use jumped from 9.6 barrels per person in 1939 to 16.4 barrels in 1955. In both cases—nearly doubled.

Textiles, too, have simply lost out to other commodities, like paper and plastics, for some uses. Many farmers who formerly bought feed and flour in cloth sacks now find

both in heavy paper bags. Housewives now decorate their bathrooms with plastic shower curtains instead of cloth ones. Auto makers increasingly use plastic material for seat upholstery. So do furniture makers.

Paper has punished textiles painfully. Paper napkins, paper towels, paper handkerchiefs, paper vacuum cleaner bags, paper diapers—all have subtracted from markets where cloth was once king.

With the overall demand for textiles rising only gradually, there is within the fiber field a sharp war between one textile and another for consumer preference. This war has been intensified by the coming of the synthetics. Cotton has lost some ground to these man-made fibers—but wool has taken the big beating.

As late as 1948 wool had 11% of the total fibre market, or about 700 million pounds. Its share of last year's market, shrunk to only 6.4% of the total, was only about 425 million pounds. Synthetics got some 28% of the total textile market last year—up from 10% in pre-war 1939.

One-fourth of the 800 woolen and worsted mills operating in January, 1949, have since shut down. At the end 1946, the country had over 37,000 woolen and worsted looms in place. By the end of 1954 the total had dropped below 27,000. And at the last of last year it was just over 20,000.

(The Wall Street Journal, April 6, 1956.)

THIRTY-THREE EMPLOYEES

(Continued from page 1)

vision tests at the time drivers permits are renewed. In some states a blind man can legally own a drivers license.

After the program, refreshments

DRINK

Old Colony BEVERAGES

Orange, Grape, Strawberry Wholesome and Refreshing

ORANGE CRUSH BOTTLING COMPANY Greensboro, N. C.

THE TEXTORIAN, GREENSBORO, NORTH CAROLINA

were served by the hosts, Sieseloff Manufacturing Company and United Furniture Corporation, both of Lexington.

Attending From Cone Mills

Those attending from Cone Mills plants were: Print Works: James V. Owen, John T. Riggan, C. B. Westmoreland, Leo Redmond, C. H. Williamson, John W. Marshall, Gray A. Souther, Roy Phillips, Tom Allred, Vannie Weadon, Harvey Apple, Howard Vaughan, Robert Pearman, Bill McAdoo, Walter Brady, Henry Trivette, Proximity Plant: Cletus Andrews, John Wilford, Jennings Simpson, Kelley Blum, Herman Shropshire, Wylie Patterson, Fred Leonard, Roy A. Nelsen, Jr., Obie Turner, Lester Berkman, Glenn McDonald. Wallace Bourne attended also.

CONE MILLS CORPORATION

(Continued from page 1)

joined Cone Mills as an employee in the Granite Plant, Haw River, in 1937. He later worked in cost control at the Salisbury Plant. He was a cost accountant in the Main Office 1946-48. From 1949 to 1952, Mr. Morris was assistant to the company secretary and later was elected assistant secretary. He holds a B.S. in textiles from N.C. State College, Raleigh. He served two years in the Pacific during

World War II and held the rank of Lieutenant-Commander.

Other Officers

Sidney Bluhm was re-elected as assistant treasurer; Joseph Walters assistant secretary; and Edward Connally, assistant comptroller.

John Field of New York was elected assistant secretary. He is also secretary-treasurer of Cone Mills Inc.

Renamed assistant vice presidents were Marshall Gardner, P. C. Gregory of Greenville, S.C., and Edwin M. Holt and William H. White.

Board Member Retires

On Tuesday morning the stockholders authorized the reduction of the membership on the board of directors from 14 to 13 in recognition of the retirement of Charles H. Haynes of Cliffside.

Renamed to the board were Benjamin Cone, Caesar Cone, Clarence N. Cone, Herman Cone, Jr., Sydney M. Cone, Jr., Mr. Dribben, Mr. Heflin, Mr. Heiss, Mr. Nichols, James Noyes, Mr. Smith, Mr. Stall and Mr. Webb.

President Ceasar Cone presided at the stockholders meeting. He noted that the new finishing plant is under construction in Carlisle, S.C. and is expected to be in production in 1957 to increase the company's printing capacity.

Directors declared a quarterly dividend of 20 cents on common stock payable June 1 to stock of Life."

record May 16.

They also declared the regular 20-cent quarterly dividend on preferred stock payable for the same period.

"War Paint," "Blue Star" Winners In Race

"War Paint" and "Blue Star" won first and second places for Charlie Wells in the Piedmont Racing Pigion Club's 240 mile race from Cornelius, Ga. April 29 with speeds of 129.70 and 129.30 yards per minute.

Third place went to "Finly" owned by Bill Needham at 128.95 yards per minute.

4th—Arnold Tidwell, 128.55 yds

per min.; 5th—Bill Needham, 128.16 yds. per min.; 6th—J. N. Horlick, 127.870 yds. per min.; 7th—Julius McDaniel, 127.74 yds. per min.; 8th—Clyde Hunt, 127.54 yds. per min.; 9th—Homer Hamilton, 126.25 yds. per min.; 10th—Allred Bros. 126.06 yds. per min.

Ministers To Hear Harold F. Needle

Textile Ministerial Association will meet next Wednesday, May 9 at 12:00 noon at Proximity YMCA

Harold F. Needle, director of the Greensboro Family Service Agency will speak on, "Phase of Family Life."

Four new members to the Infant and Pre-School Clinic on Wednesday afternoon at Proximity YMCA were Sidney Jenkins, Ward Lambeth, Steve Hobbs and Susan Hobbs.

Others present were Kathy Culbreth, Claude Culbreth, Richard Case, Richard Welborn, Darlene Moore, Susan Whitt, Cyrus Moore, Stephen Foster, Susan Foster, Ricky Lambeth, Judy Lambeth, Randy Lambeth, Teresa Clark, Linda Mea-

dows and Kathy Campbell.

Nurses gave 11 immunizations and three vaccinations.

"I ignored the Safety rules. What's your story?"

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